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## NOTICE OF ALLOWANCE AND FEE(S) DUE

50086 7590 03/27/2008

LAW OFFICE OF DAVID H. JUDSON  
15950 DALLAS PARKWAY  
SUITE 225  
DALLAS, TX 75248

EXAMINER

BOYCE, ANDRE D

ART UNIT

PAPER NUMBER

3623

DATE MAILED: 03/27/2008

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/024,449 12/17/2001

E. Diane Chang

A-71214/RMA

6208

TITLE OF INVENTION: SYSTEM AND METHOD FOR IMPROVING THE PERFORMANCE OF ELECTRONIC MEDIA ADVERTISING  
CAMPAIGNS THROUGH MULTI-ATTRIBUTE ANALYSIS AND OPTIMIZATION

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$720	\$0	\$0	\$720	06/27/2008

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. **PROSECUTION ON THE MERITS IS CLOSED.** THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN **THREE MONTHS** FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. **THIS STATUTORY PERIOD CANNOT BE EXTENDED.** SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

## HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current  
SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown  
above.

B. If the status above is to be removed, check box 5b on Part B -  
Fee(s) Transmittal and pay the PUBLICATION FEE (if required)  
and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now  
claiming SMALL ENTITY status, check box 5a on Part B - Fee(s)  
Transmittal and pay the PUBLICATION FEE (if required) and 1/2  
the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

**IMPORTANT REMINDER:** Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

# **PART B - FEE(S) TRANSMITTAL**

**Complete and send this form, together with applicable fee(s), to:** **Mail** **Mail Stop ISSUE FEE**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, Virginia 22313-1450**  
**or Fax** **(571)-273-2885**

**INSTRUCTIONS:** This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

50086 7590 03/27/2008  
**LAW OFFICE OF DAVID H. JUDSON**  
**15950 DALLAS PARKWAY**  
**SUITE 225**  
**DALLAS, TX 75248**

## **Certificate of Mailing or Transmission**

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/024,449 12/17/2001 E. Diane Chang A-71214/RMA 6208

**TITLE OF INVENTION: SYSTEM AND METHOD FOR IMPROVING THE PERFORMANCE OF ELECTRONIC MEDIA ADVERTISING CAMPAIGNS THROUGH MULTI-ATTRIBUTE ANALYSIS AND OPTIMIZATION**

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$720	\$0	\$0	\$720	06/27/2008

EXAMINER	ART UNIT	CLASS-SUBCLASS
BOYCE, ANDRE D	3623	705-010000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB-122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB-47; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

2. For printing on the patent front page, list

- (1) the names of up to 3 registered patent attorneys or agents OR, alternatively, 1 \_\_\_\_\_  
 (2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 \_\_\_\_\_  
 3 \_\_\_\_\_

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee  
☐ Publication Fee (No small entity discount permitted)  
☐ Advance Order - # of Copies \_\_\_\_\_

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.  
☐ Payment by credit card. Form PTO-2038 is attached.  
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number \_\_\_\_\_ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Typed or printed name \_\_\_\_\_ Registration No. \_\_\_\_\_

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

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LAW OFFICE OF DAVID H. JUDSON  
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## Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 893 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 893 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

**Notice of Allowability****Application No.**

10/024,449

**Applicant(s)**

CHANG ET AL.

**Examiner**

Andre Boyce

**Art Unit**

3623

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Applicant's amendment filed December 28, 2007.

2. ☒ The allowed claim(s) is/are 1-60, 70 and 71.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) ☐ All b) ☐ Some\* c) ☐ None of the:

1. ☐ Certified copies of the priority documents have been received.

2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.

3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_.

(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_

4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material

5. ☐ Notice of Informal Patent Application

6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_.

7. ☒ Examiner's Amendment/Comment

8. ☒ Examiner's Statement of Reasons for Allowance

9. ☐ Other \_\_\_\_.

**DETAILED ACTION**

1. The following is in response to Applicant's amendment filed December 28, 2007. Claims 1 and 58 have been amended. Claims 70 and 71 have been added. Claims 1-60 and 64-71 are pending, however claims 64-69 have been withdrawn.

***Examiner's Amendment***

2. An Examiner's Amendment to the record appears below, wherein the Examiner is changing the status identifiers of the claims listed. Should changes and/or additions be unacceptable to Applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

**In the claims:**

41. (currently amended)
64. (Canceled)
65. (Canceled)
66. (Canceled)
67. (Canceled)
68. (Canceled)
69. (Canceled)

***Reasons for Allowance***

3. Claims 1-60, 70 and 71 are allowed.
4. The following is an examiner's statement of reasons for allowance:

With respect to independent claims 1 and 58, none of the prior art of record, taken individually or in any combination, teach *inter alia*, generating a multiattribute system that describes the message alternatives in terms of the attributes and the attribute values, wherein an attribute is an inherent characteristic of a message alternative and an attribute value is a particular instantiation of the attribute, wherein the multiattribute system is generated by grouping the message alternatives into one or more multiattribute structures, wherein each multiattribute structure is a collection of attributes and each message alternative is assigned to one and only one multiattribute structure or a null multiattribute structure, and wherein, for each such message alternative, there is one and only one attribute value for each attribute that comprises the multiattribute structure to which the message alternative is assigned.

5. The prior art references most closely resembling Applicant's claimed invention are Merriman et al (US 2002/0099600 now USPN 7,039,599), Tamayo et al (USPN 6,836,773), Dunning et al (US 2003/0229537), Marsh et al (USPN 5,848,397), and Montague (USPN 6,954,731).

Merriman et al disclose the predictive model is programmed and currently makes use of the following context information that may be associated for example with the Internet: user id (TCP/IP address for example), ad id (which may be arbitrarily

assigned), page id (such as a World Wide Web page), site id (such as a World Wide Web site), time of day (either at the site of the computer running the predictive model or the time based on the TCP/IP address), day of the week, and date (§ 0038). In addition, Merriman et al disclose empirically measured data and/or initial suppositions about each advertisement are used to initially establish the predictive model to assign weights for different advertisements, wherein the time of advertisements are more favorably run may depend upon seasonal factors such as advertisements for summer clothing being more heavily favored in late spring and early summer. Moreover, Merriman et al disclose the predictive model may also assign different weights to different locations where the user is located, wherein, advertisements for gardening tools may be more heavily weighted when the user is viewing a page connected to gardening or home improvement and less heavily weighted towards selection when the user is viewing a page regarding for example fashions.

Tamayo et al pre-processing web data, including data cleaning in order to remove redundant or irrelevant information (column 16, lines 24-31) and data updated with data collected at subsequent sessions, thereby increasing the accuracy of predictions (column 10, lines 39-41).

Dunning et al disclose computing a quotient via a chi-squared test, wherein the number of occurrences of an event is determined via expected value, wherein the significance of the difference is determined and un-expected co-occurrence defined (§§ 0034-35). In addition, Dunning et al disclose assuming a normal

distribution, the difference between observed values and the expected value can be determined and squared, wherein the significance of the difference (i.e., confidence intervals) is then determined (§ 0035).

Marsh et al discloses ads divided into a plurality of prioritized advertisement queues, including high, medium, low, and no priority (column 13, lines 26-29), wherein the highest priority queue is selected as the current queue, displaying all the ads in the highest priority queue first then moving to subsequent queues in priority order (column 9, lines 1-27).

Montague discloses report generators that produce customized reports via a GUI presented graph display for business analysts to review or monitor, wherein various information could be presented including attribute values and actual versus predicted values (column 10, lines 52-67)

However, none of the cited references disclose generating a multiattribute system that describes the message alternatives in terms of the attributes and the attribute values, wherein an attribute is an inherent characteristic of a message alternative and an attribute value is a particular instantiation of the attribute, wherein the multiattribute system is generated by grouping the message alternatives into one or more multiattribute structures, wherein each multiattribute structure is a collection of attributes and each message alternative is assigned to one and only one multiattribute structure or a null multiattribute structure, and wherein, for each such message alternative, there is one and only one attribute value for each attribute that comprises the multiattribute structure to which the message alternative is assigned.



6. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

-Merriman et al (USPN 7039599) disclose automatic replacement of direct advertisements in scarce media.

-McElfresh et al (USPN 7100111) disclose placement of graphical objects on a page to optimize the occurrence of an event.

-Campbell (Net Worth- Internet advertising, May 1998) discloses the success of internet advertising disputed by a survey stating that data about internet advertising growth and usage are overblown.

-Romano (The new Gold Rush? November 1995) discloses the internet as a vehicle for information and compelling marketing reasons companies want to exploit the internet.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andre Boyce whose telephone number is (571)272-6726. The examiner can normally be reached on 9:30-6pm M-F.

Art Unit: 3623

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Andre Boyce/  
Patent Examiner, Art Unit 3623  
March 17, 2008